

# 6 REASONS

*You Aren't Getting  
More Donors*



## 6 REASONS *You Aren't Getting More Donors*

Acquiring new donors and keeping existing supporters is the number one issues facing nonprofits today<sup>1</sup>. With all the time and attention that nonprofits put towards these efforts, why aren't they finding success?

In every walk of life – from finding new music, picking a restaurant, or booking a vacation – consumers now have unsurpassed control over the experience. They dictate the terms and then tell the world how it went. Consumers have come to expect a level of access, professionalism, and convenience that only a short time ago did not exist.

Today's donors are no different. They expect a high level of convenience and transparency from the causes they support. In short, today's donors expect more from your organization.

Here are the six most problematic disconnects that nonprofits have with today's donors, as well as how to easily fix the problem.

---

### ① Giving should be as easy as buying from Amazon

Donors are looking for a quick and easy donation experience – don't force them to create yet another login to register, make an account or go through multiple pages to make a gift. The "friction" this creates prevents your donors (who may come to the page highly motivated) from completing the process.

*If your giving experience is not as effortless as it is to buy a song on iTunes, then most donors will simply move on.*

A study by *Mobile For Good* found that donors gave 6 times more money to nonprofits who had an embedded donation form on their own website. Forcing donors to go to a third-party site to complete a gift increases anxiety as they become uncertain that

they and their gift are going to the right place. Make your giving process clean and streamlined with a giving interface that drops right into your website and looks like a seamless extension of your brand.

### ② Donors have MUCH more to give than cash – but you have to ask for it

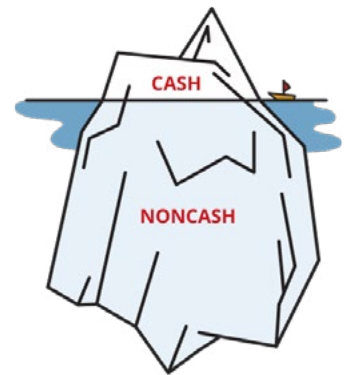
Ninety percent of your donor's wealth is held in assets not cash, yet most organizations are only asking for cash. That is leaving the biggest part of an individual's net worth out of your fundraising plan. Let your donors know that they can give their assets to your organization and have a big impact.

For example, take a couple who are empty nesters and want to not only downsize and travel, they wish to leave a legacy for their family and in the community. A little strapped on knowing how much cash they need to preserve, they want to give out of the wealth they've accumulated in their assets. Their cars, used gold jewelry and even their house all have value as donations – just like cash.

Or take a younger donor – they might be passionate about your cause but strapped for cash and want other options to give. They might have just upgraded to the newest smartphone and could give you their old one, or give an unused gift card.

Did you know that \$43.6 billion in noncash gifts like cars, boats, and stocks are given to nonprofits each year?<sup>2</sup> More than 10% of annual charitable giving is given through noncash gifts.

*If you are only asking for cash through credit cards and e-checks, you're leaving a lot of money on the table.*



If turning these gifts into cash for your organization is a headache, there are options out there to make it easier. iDonate can help – read below for more details.

---

### ③ The magic of “impulse giving”

Charitable giving is an impulsive activity as the majority of donors don't have a budget for giving. If you want to be the recipient of that generous impulse gift, you need to be regularly communicating with your donors and be ready for donors to give *when* they want, *where* they want, and *how* they want.

*If a donor gets an email from your organization and can't easily give from their smartphone, you'll probably miss out on that gift.*

Giving online is not just for younger donors, **67% of donors ages 40-59 said they gave a gift online last year**<sup>3</sup>. Your organization should have great giving experiences whether it's from a desktop computer, tablet or a smartphone. Donors don't want to switch to a different device to give a gift, so your organization shouldn't make them.

---

### ④ THE secret to donor retention

One of the top reasons why donors do not give to charity is **because they fear the gift will not be used wisely**<sup>4</sup>. Telling donors how their money is used for your cause is influential information to help them determine whether or not to make a donation to you. Organizations that have a track record of reporting back how and where a donor's money was used will have a huge advantage when it comes to this area. Donors want to

---

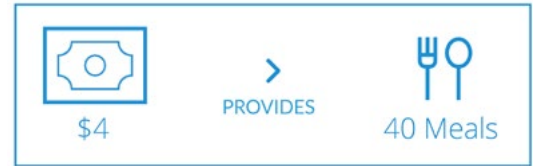
3 Study by Dunham & Company

4 U.S. Trust study of high net worth philanthropy

## 6 REASONS *You Aren't Getting More Donors*

be a part of the story—especially the solution—so show them the role they play.

In addition to reporting back where a donation will go, consider highlighting the impact a pending donation will make by listing the impact of the gift next to each donation amount. Saying “\$4 turns into 40 meals” helps donors immediately understand the difference they are making in the world through their gift. They want to have impact, so make that impact the focus of the giving process.



### ⑤ **A hundred channels, one donor**

It's a multi-channel world. If you already have a donor's information – for example, on your website – they expect you to have it when they interact with you in other avenues, like an event. They aren't concerned if the system you use to track their donations is different than the software you use to run your events.

Donors also want the same consistent interface any time they interact with you to give. Cobbled together giving solutions from half a dozen vendors (like text giving, your online donation form, giving at events, etc) that don't talk to each other and present different user interfaces for each type of giving make things utterly confusing for donors.



Having data silos and various unconnected systems only makes it harder to deliver the kind of experience your donors are expecting. If you don't know that they are a monthly donor when they show up for an event, it erodes the trust they have in the organization and your ability to accomplish your mission.

Your various fundraising and marketing software need to be integrated and working together to instill that confidence that you know what you are doing and are going to get the job done.

### ⑥ Make every donor a VIP

The old database-centric model of simply blasting out impersonal emails and direct mail to your whole list is a relic of the past. Donors have a preference of how they want to be communicated with and what they care about. Knowing donor's behaviors and thus letting subsequent experiences tailored to that individual's personal preferences and motivations for giving will go a long way to making them feel appreciated.



*Your donors are not ATM machines. They are people, and you need to treat them as such.*

Sixteen percent of donors say they will give MORE to charities that treat them well after they give a donation. The best way to stand out in a crowded field of great causes is to make donors feel more appreciated than anyone else. Make sure that receipt letters are sent within 48 hours of a gift being given. Take the time to call donors who give larger gifts to thank them personally. The more personal you can make the communication to your constituents the better.

Your fundraising platform should assist you in this process, not prevent you from being able to accomplish it. Stop and put yourself in your donors' position -- are you treating them the way you would want to be treated? If not, start making changes so you are.

---

## Conclusion

It's time to stop thinking that fundraising equals mailing to your list asking for money. Today's donors have specific needs and things to offer. Today's donors don't support organizations, they support causes. They are impulsive. They think locally. They are social. They expect you to help them to give when, where, and however they want to give.

So how do you effectively reach today's donors? The industry's existing solutions are a mashup of disjointed, frustrating interfaces that drive donors away and fail to reach

## 6 REASONS *You Aren't Getting More Donors*

new donors. Even worse, the fundraising software running on top of donor management systems – let's be honest – is a total mess. Cobbled together from half a dozen vendors, a different one for each feature, bolted together into a Frankenstein-like monster of outdated technologies that don't talk to each other – this makes things utterly confusing for your donors and a nightmare for your administrators.

*Surely there are better ways to launch into the new digital fundraising era?*

At iDonate, we can help you create great giving experiences. iDonate is a next-generation, digital fundraising platform that was built from the ground up to help you give today's donors the freedom to give how, when, where, and what they want, making it easy for them to give more, LOTS more – in fact, up to three times as much. And all within a single system with world-class analytics that makes reporting and data reconciliation a cinch for your administrators.

- ***Tailored to Attract Millennials***

iDonate is designed specifically to address the requirements of millennial donors, who are not only mobile, Web savvy, and socially connected, they also care about different things and give differently than previous generations.

- ***Scientifically Optimized***

iDonate continuously conducts exhaustive end-to-end user experience testing, in order to maximize total, long-term giving (which includes retention and loyalty).

- ***Completely Secure and PCI-compliant***

All donations flow through our mature platform with built-in, robust security and 100% PCI-compliance. Donor information is encrypted and never held in our network.

- ***A System That Learns***

All iDonate giving experiences produce a data trail and unique “fingerprint,” in which every detail of the donor's behavior is retained, allowing subsequent experiences to be tailored to that individual's preferences and motivations for giving.



## 6 REASONS *You Aren't Getting More Donors*

- *Deploy Thousands of Ways to Give*

iDonate lets you deploy many more ways and forms of giving than any other solution on the market. Online, mobile, social, events, peer-to-peer giving cash or noncash gifts, including cars, boats, stock, real estate -- even old cell phones -- with no hassle to you whatsoever are all part of a single platform. iDonate takes care of everything.

- *Reduces Administrative Workload*

iDonate doesn't make deploying more giving options more complex to manage. Each giving experience's performance is analyzed by the same engine and is displayed in a unified back office that summarizes giving by channel and donor group. No duplicate contacts in silos. No multi-system reconciliation. It's all integrated under one roof.

- *Decades of Fundraising Expertise Built-in*

With iDonate, all of the expertise you need to grow donations comes bundled with the platform. Experts in increasing traffic, conversions and gift size, your personal coaches will be with you through the entire implementation process. Nobody knows more, cares more or does more to help you grow than iDonate.

---

**To find out how iDonate can substantially increase your number of donors and average donation, [click this link](#) or call 877.410.4431 for a free, no-obligation assessment.**